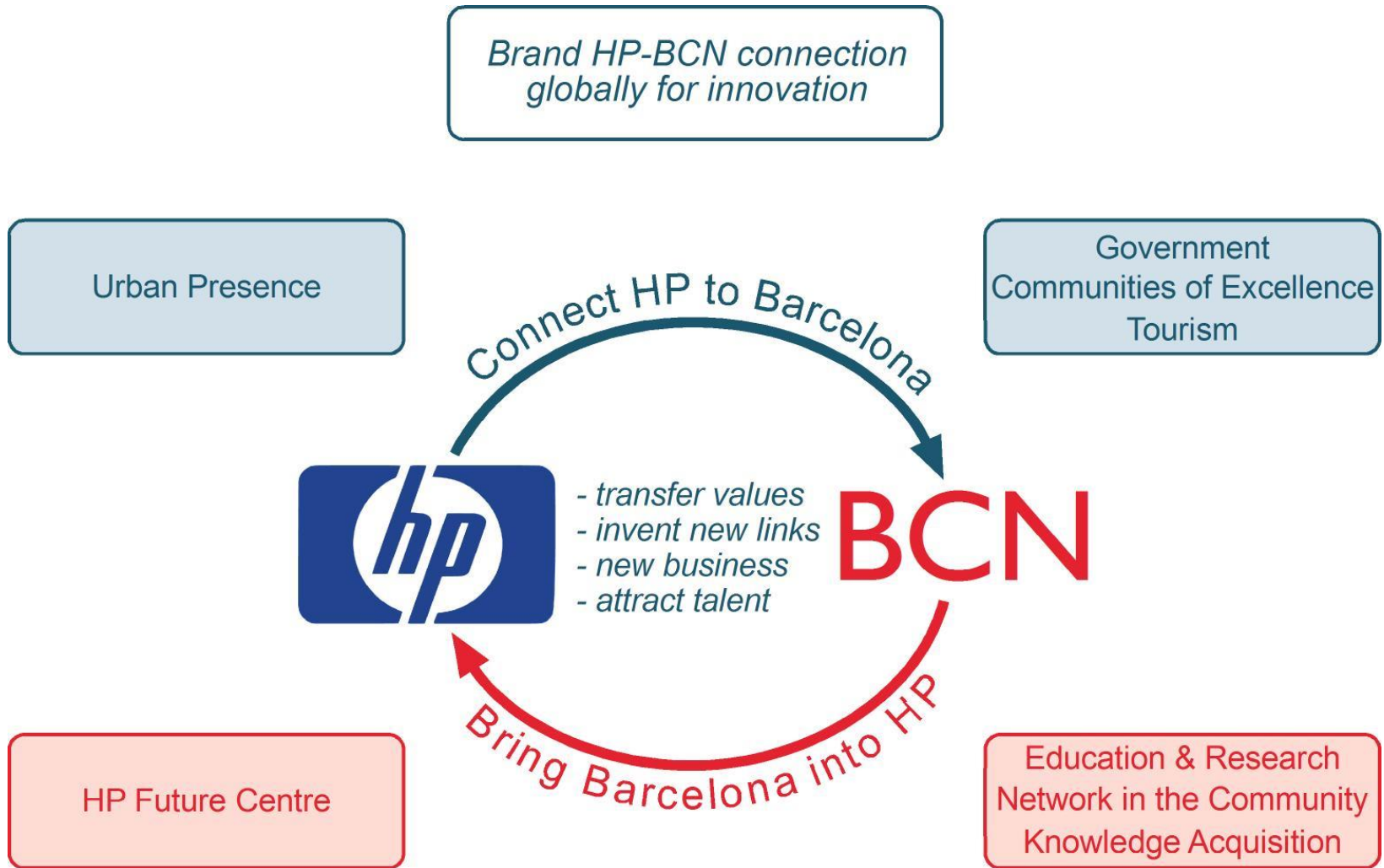


Shaping links between HP and Barcelona

27 June 2003

Jan Annerstedt
Sascha Haselmayer
Jörgen Eriksson



WHY?

Key Benefits

- » Maximise **Innovative Capability**
- » Develop local **Client Community** and **New Business**
- » Attract **New Talent** and shape **Local Resources**
- » Create global **Showcase of HP invent**
- » Become a **Model of Innovative Citizenship**
- » Use momentum of **Major Events and Initiatives** to globally promote HP invent in a unique way

BCN → HP

Bring Barcelona into HP

- » **HP Future Centre** as a hub to interface **Clients, Scientists, HP Internal** and **Public** the Showroom for HP invent
- » Utilise City for **Knowledge Acquisition** by linking to **Universities & Institutions**, and **Networking in the Community**
- » **HP Knowledge Park** the '*invent* landscape' designed by **Young Architects Competition**

HP → BCN

Connect HP to Barcelona Knowledge City

- » Connect to / build **Communities of Excellence**
new business, expert reviewers & int'l references
- » Link to **Forum 2004** and other **Major Events**
supporting and promoting Unique Relationships
- » Activities for the **unique opportunities of HP-BCN**
to *invent* (i.e. pair Engineering & Art/Design)
- » Deploy **New Technologies** in urban / public spaces
HP Rambla and **Innovation Hub**

HP-BCN

Branding HP-BCN globally

- » Reflect **Lifestyle Aspirations** of new Talent highlighting unique **HP-BCN Creative Synergy**
- » Engage with leading **Expert & Client Communities**
- » Create **Human success stories** illustrating the power of *invent* and **HP Citizenship**
- » Make HP-BCN a **Showcase for Innovation** globally both **internally** and **externally**